BUSINESS, MANAGEMENT, MARKETING, AND TECHNOLOGY

Winter Newsletter for Teachers and Students Focusing on Recent Events and Developments in the BMMT Pathway

General Information for All CTE BMMT State Approved CIP Programs

The Business, Management, Marketing, and Technology (BMMT) Michigan Pathway includes the State Approved Career and Technical Education (CTE) CIP Programs of:

Business Management & Administration Career Cluster-(Business Information Management Pathway)
    Business Management Administration (BMA)-52.0299
Finance Career Cluster-(Accounting Pathway)
    Finance-52.0800
Marketing, Sales, & Service Career Cluster-(Management Pathway)
    Marketing 52.1999
Hospitality & Tourism Career Cluster-(Restaurant, Food & Beverage Pathway and the **Travel and Tourism Pathway)**
    Personal & Culinary Services -12.9999
Information Technology (IT) Career Cluster-currently 11.1000
    Computer Systems Networking and Telecommunications 11.0901 – New CIP
    Systems Administration/Administrator 11.1001 – New CIP
    Digital/Multimedia and Information Resources Design 11.0801 – New CIP
    Computer Programming/Programmer 11.0201 – New CIP

Check out the Michigan Center for Career and Technical Education website, www.mccte-FSU.org, for all the latest communication from the Office of Career and Technical Education (OCTE) regarding state approved CTE programs, including standards, gap analysis and the evolving Career Cluster Resource Guides that are being populated.

Implementing NEW Program Standards

Significant changes have been made in the BMMT Pathway in Michigan in accordance with alignment to the National Career Cluster standards updates for the **BMA, Finance, and Marketing Career Clusters**. The changes are reflected in the **NEW** program standards found on the www.mccte-fsu website under each CIP area (noted by cluster and pathway standards within the Career Cluster). The Information Technology Pathway also has added four new program CIP codes replacing the 11.1000 previously used for the four courses offered under IT. As Michigan begins to strive for a consistent way to meet the requirements of Perkins IV keeping updated with the most current information is imperative for CTE programs.

A critical component necessary for updating CTE programs is completion of a **Gap Analysis** of current curriculum using the program standards. The use of the standards on the www.mccte-fsu website can help ensure BMMT CTE programs are ready for the future implementation of the required assessment process for state approved CTE programs that will be taking place in the next five years. (There is a template with directions on the website for program use.) It is recommended that a Gap Analysis be completed by August 2008 to ensure any gaps are identified and addressed in the program curriculum. Once completed the documentation should be filed with the CTE Program CIP Self Review documentation. More information for the process is available on the www.mccte-fsu.org website and a *Standards Brief* is sent with the Emailed CTE Informational Update and posted on the www.michigan.gov/octp website under the Notable Resource section. Program instructors should verify with their CTE administrator for the local or regional plan of action and documentation requirements.

Information Technology IT

Four new CIP codes are replacing the IT CIP code of 11.1000, formerly used by all CTE IT programs. Each Pathway in the IT Career Cluster now has a designated CIP code. Therefore, it is essential program instructors complete a GAP Analysis to determine their IT Pathway/s program/s alignment.

The 11.1000 CIP Code is being eliminated effective fall of 2008. All current state-approved programs will be deactivated in the Career and Technical Education Information System (CTEIS). Therefore, current state-approved 11.1000 programs will have the opportunity to apply for new CIP codes that meet high skill, high wage and high demand criteria as listed below. This opportunity will be communicated directly to the fiscal agency superintendent of each program in early January 2008 for each PSN (individual state-approved program) being discontinued. This process will include selected evidence from the program's CIP self-review documentation and completion of the gap analysis.

CIP Codes Effective Fall of 2008-09
11.0901 Computer Systems Networking and Telecommunications; and/or
11.0801 Digital/Multimedia and Information Resources Design; and/or
11.0201 Computer Programming/Programmer; and/or
11.1001 System Administration/Administrator
[Some current 11.1000 CTE programs may need to become more than one new state-approved program with multiple PSNs.]

Hospitality and Tourism
Personal & Culinary Services-12.9999

A Pro-Start professional development event was held November 14, 2007 in Lansing. The following questions and answers for this program area are a result of the meeting.

Question 1): Will your office recognize ProStart competition as meeting the leadership requirement for TRAC?
Answer: The Leadership component in TRAC is twofold. It is required in C-10 in TRAC in the curriculum referencing the cluster foundation skill standards under Leadership and Teamwork-topic and also in TRAC C-15 Leadership Activity/CTSO. The documented evidence in both C-10 and C-15 must meet **all requirements listed** in the TRAC CIP Program Self-Review. The competition (which is defined as competing with at least one other school) is just one piece of evidence required and would not fulfill the requirement by itself.

Question 2): Will your office restrict programs from competing in more than one event, e.g. both ProStart competition AND SkillsUSA?
Answer: Programs may compete in more than one event.

Question 3): Do we have to test our students using the ProStart Year1 & Year2 Exams?
Answer: State assessments for all CTE programs have not been finalized as we will be transitioning in assessment processes and procedures in phases over the next five years as required by the new requirements of Perkins IV. As assessment decisions are made for CTE programs, information for successful assessment will be shared through CTE administrators and with the field.

Question 4): What do we have to do as teachers to demonstrate to your office that we are indeed teaching the ProStart objectives?
Answer: A Gap Analysis should be done using the standards listed for your program under the BMMT applicable CIP Code on the www.mccte-FSU.org website. This should be done before August of 2008 and filed in your TRAC C-10 evidence. If there are gaps then an improvement plan should address those gaps. There is a Gap Analysis Template on the www.mccte-FSU.org website and directions for use.

Question 5): When will we be required to first administer the Year1 exam (May '08?)?
Answer: State assessments for all CTE programs have not been finalized as we will be transitioning in assessment processes and procedures in phases over the next five years as required by the new requirements of Perkins IV. As assessment decisions are made for CTE programs information for successful assessment will be shared through CTE administrators and with the field.

Question 6): If the ProStart 3rd edition is not scheduled to come out until April '09, but your office wants us to implement the new standards by Dec '08, what do teachers do if their administration will not support the purchase of 2nd edition materials that will become obsolete (and not meet TRAC requirements of 5 years) in 2010?
Answer: Using the current standards posted on the website for completing the Gap Analysis www.mccte-fsu.org, and writing an improvement plan for any gaps will meet the TRAC requirement. Supplemental materials and resources should be utilized to best meet the gaps until local administration authorizes otherwise. As assessment decisions are made for CTE programs information regarding changes will be taken into consideration and information necessary for successful assessment will be shared through CTE administrators and with the field.

Question 7): If ProStart objectives are what the students will be tested with the ProStart exams; whether we use the ProStart materials or not, how do teachers get access to the ProStart Exams? At this point, they are only available to teachers/programs that purchase and use the ProStart materials. This seems like a Catch 22 to many teachers. Can we purchase just the exams without the teaching materials?
Answer: State assessments for all CTE programs have not been finalized as we will be transitioning in assessment processes and procedures in phases over the next five years as required by the new requirements of Perkins IV. As assessment decisions are made for CTE programs successful assessment will be shared through CTE administrators and with the field.

Question 8): How will our programs be evaluated if we have many kids who only take our class for 1 year and are unable to meet the Year1 & Year2 exam requirements?
Answer: All CTE programs will be evaluated with a common assessment by CIP code. All CIP code program standards will be segmented in order to determine a concentrator for the new requirements of Perkins IV in order to report student data. This process is scheduled for the first of the year for all CTE programs and will help determine the answer to this question which also applies to an assessment process being phased in over the next five years. Information will be released through CTE administrators and to the field as processes and procedures are determined to meet the new requirements of Perkins IV.

Question 9): Is the ServSafe Manager exam going to be required for ALL students in our programs?
Answer: State assessments for all CTE programs have not been finalized as we will be transitioning in assessment processes and procedures in phases over the next five years as required by the new requirements of Perkins IV. The standards listed for your CIP Code on the www.mccte-FSU.org website should be used for all students within the program and gap analysis completion should be in your TRAC C10 evidence by August 2008.

Question 10): The NRAEF evaluates its ServSafe instructors based on their student-passing rates. Nationally, that exam is given to adult professionals, not to high school students, many with special needs. If a teacher has a high number of special population students with IEPs for cognitive/learning disabilities, and their success rate on the test is low, the NRAEF may no longer permit that teacher to give ServSafe exams as an instructor, and then what do we teachers do? How might that impact our programs?
Answer: State assessments for all CTE programs have not been finalized as we will be transitioning in assessment processes and procedures in phases over the next five years as required by the new requirements of Perkins IV. The standards listed for your CIP Code on the www.mccte-FSU.org website should be used for all students within the program and gap analysis completion should be in your TRAC C10 evidence by August 2008.

Hospitality Professional Development Opportunity

The Certified Culinary Essentials Educator program for those Hospitality Instructors using the Culinary Essentials textbook is offered in the summer of 2008. Information on the summer programs is on the following website: http://www.jwu.edu/admiss/events/edu.htm

New Book about Entrepreneurs - I Said Yes! Is about America's young people and what we can do to better serve them, especially the one in five living below the poverty line. It introduces a growing movement that teaches entrepreneurship to young people from low-income communities through the National Foundation for Teaching Entrepreneurship or NFTE (pronounced "nifty"). Check out the details of the book if you have not seen it...www.isaidyes.net

NFIB Young Entrepreneur Foundation Needs Teachers & Students to Play a Game in February!

The National Federation of Independent Businesses (NFIB) Young Entrepreneur Foundation has been working with Wharton School of Business to create an online simulation as a companion piece to their Entrepreneur-in-the Classroom materials. This is their latest venture into helping promote entrepreneurship to the high school level and will be a way to give students hands-on experience running a small business. Students playing the game will be asked to pick one of two retail establishments to run "virtually" and make the day-to-day decisions that small business owners face. Development of this groundbreaking resource is almost complete and they are making plans to beta test it in February 2008 with a nationwide release in August 2008.

YEF is seeking high school classrooms that would be interested in providing feedback during the beta test. Teacher and student input are being sought on the game's usability, functionality, level of fun, if there are bugs, etc.

Those classrooms participating would have from February 8-28, 2008, to incorporate the game into their classrooms and provide feedback. NFIB would provide the necessary documentation to be completed as well as the means by which to return the evaluation. If you are interested in having your high school classroom participate in the beta test, please contact Julie Carney at 202.314.2042 or julie.carney@NFIB.org for further details.

NFIB Youth Entrepreneur Foundation offers educational materials and opportunities available online. Visit their website for information and student applications for the 2008 Youth Entrepreneurship Foundation (YEF) Scholarship http://www.nfib.com/page/YoungEntrepreneurFoundation

Professional Development Opportunities and Career and Technical Student Organizations

Be sure and visit the websites below and bookmark them as your favorites to ensure time for advanced planning.

MI Business Education Association (MBEA) www.mbea-online.org/.
National Business Education Association (NBEA) www.nbea.org/about.html.
Michigan Association for Computer Users and Learners (MACUL) www.macul.org.
Consortium for Entrepreneurship Education (CFEE) www.entre-ed.org/index.htm.
Michigan Marketing Educators www.michmkted.org.
Marketing Education Resource Center (Mark-ED) www.mark-ed.org.
National Marketing Educators Association www.nationalmea.org/.
MI Association of Computer Users and Learners www.macul.org/.
National Restaurant Federation Association www.nraef.org/prostart/teachers/development/institutes.asp
Michigan Restaurant Association www.michiganrestaurant.org/.
American Hotel and Lodging Education Foundation www.ahlef.org/.

Listing of Career and Technical Student Organizations recognized by the state of Michigan – Career And Technical Student Organizations, www.michigan.gov/mdcd/0,1607,7-122680_2629_2724---,00.html, www.michiganbpa.org/.

For additional information, contact:

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